

053-21 - Public Safety Baseline ACET

List of variables on the working file

Name (Position) Label

uniqueid (1) Unique Identifier

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: N4

Write Format: N4

D1A\_1 (2)

Do you, or does anyone in your household, work for any of the following organizations?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 A marketing research firm

2 A magazine or newspaper

3 An advertising agency or graphic design firm

4 A political party

5 A radio or television station

6 A public relations company

7 Federal or provincial government

98 None of the above

99 Prefer not to say

D1A\_2 (3)

Do you, or does anyone in your household, work for any of the following organizations?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 A marketing research firm

2 A magazine or newspaper

3 An advertising agency or graphic design firm

4 A political party

5 A radio or television station

6 A public relations company

7 Federal or provincial government

98 None of the above

99 Prefer not to say

D1A\_3 (4)

Do you, or does anyone in your household, work for any of the following organizations?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 A marketing research firm

2 A magazine or newspaper

3 An advertising agency or graphic design firm

4 A political party

5 A radio or television station

6 A public relations company

7 Federal or provincial government

98 None of the above

99 Prefer not to say

D1A\_4 (5)

Do you, or does anyone in your household, work for any of the following organizations?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 A marketing research firm

2 A magazine or newspaper

3 An advertising agency or graphic design firm

4 A political party

5 A radio or television station

6 A public relations company

7 Federal or provincial government

98 None of the above

99 Prefer not to say

D1A\_5 (6)

Do you, or does anyone in your household, work for any of the following organizations?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 A marketing research firm

2 A magazine or newspaper

3 An advertising agency or graphic design firm

4 A political party

5 A radio or television station

6 A public relations company

7 Federal or provincial government

98 None of the above

99 Prefer not to say

D1A\_6 (7)

Do you, or does anyone in your household, work for any of the following organizations?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 A marketing research firm

2 A magazine or newspaper

3 An advertising agency or graphic design firm

4 A political party

5 A radio or television station

6 A public relations company

7 Federal or provincial government

98 None of the above

99 Prefer not to say

D1A\_7 (8)

Do you, or does anyone in your household, work for any of the following organizations?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 A marketing research firm

2 A magazine or newspaper

3 An advertising agency or graphic design firm

4 A political party

5 A radio or television station

6 A public relations company

7 Federal or provincial government

98 None of the above

99 Prefer not to say

D1B (9) Are you...

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Male gender

2 Female gender

3 Gender diverse

99 Prefer not to say

QAGEX (10) In what year were you born?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F4

Write Format: F4

Value Label

77 Year:

9999 Prefer not to say

AQAGEX (11) In what year were you born?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F4

Write Format: F4

QAGEY (12) In which of the following age categories do you belong?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Less than 18 years old

2 18 to 24

3 25 to 34

4 35 to 44

5 45 to 54

6 55 to 64

7 65 or older

99 Prefer not to say

age (13) Age

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

1 18-24

2 25-34

3 35-44

4 45-54

5 55-64

6 65 up

9 NR

D1E (14) In which province or territory do you live?

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Alberta

2 British Columbia

3 Manitoba

4 New Brunswick

5 Newfoundland and Labrador

6 Nova Scotia

7 Ontario

8 Prince Edward Island

9 Quebec

10 Saskatchewan

11 Northwest Territories

12 Nunavut

13 Yukon

99 None of the above

Q1 (15)

Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Yes

2 No

99 Don't know/not sure

Q2\_1 (16)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_2 (17)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_3 (18)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_4 (19)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_5 (20)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_6 (21)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_7 (22)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_8 (23)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_9 (24)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_10 (25)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_11 (26)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_12 (27)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_13 (28)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_14 (29)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_15 (30)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_16 (31)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_17 (32)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_18 (33)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

Q2\_19 (34)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet website

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 APPS (VARIOUS)

19 TIK TOK

77 Other, specify:

99 Don't know/not sure

AQ2 (35)

Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A100

Write Format: A100

Q3 (36) What do you remember about this ad?

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 COVID (VACCINATIONS, SAFETY, REOPENING ECONOMY, BORDERS...)

2 JUSTIN TRUDEAU FEATURED

3 CENSUS

4 NEGATIVES, VARIOUS: PROPAGANDA, WASTE OF TAX PAYER MONEY, DISAGREE CONTENT/MESSAGE/POLICY

5 BILL C-10

6 DIVERSITY/INCLUSIVE NATURE

7 INDIGENOUS ISSUES, RESIDENTIAL SCHOOLS

8 GUN CONTROL/VIOLENCE

9 SENIORS INITIATIVES (MORE MONEY, HOUSING CREDITS, PENSION INFORMATION, SENIOR'S SAFETY/HEALTH...)

10 PARKS CANADA

11 BANK DEPOSIT PROTECTION

12 CANADIAN ARMED FORCES, RECRUIT FOR CAF

13 TOURISM, TRAVELLING IN CANADA

14 CANADA DAY

15 GOC ASKING FOR FEEDBACK FROM THE PUBLIC

16 LOGO, JINGLE, GOVERNMENT OF CANADA FEATURED

17 NEGATIVE ADS TOWARDS OPPOSING GOVERNMENT POLITICAL PARTIES

18 GOVERNMENT DEPARTMENTS HIRING/EMPLOYMENT OPPORTUNITIES

19 ASKING FOR FEEDBACK/SURVEY ABOUT HOW THE GOVERNMENT IS DOING

20 PUBLIC INFRASTRUCTURE

21 WHAT GOVERNMENT IS DOING/PROGRAMS/INITIATIVES (GENERAL)

22 UKRAINE WAR, POLICY MEASURES/DONATIONS - NEW

23 CRA/TAX SERVICES (CREDITS (VARIOUS), REMINDERS TO FILE, CRA SCAM AWARENESS...) - NEW

24 VETERANS SERVICES/SUPPORT - NEW

25 ECONOMY, TRADE, JOB CREATION/EMPLOYMENT OPPORTUNITIES IN CERTAIN SECTORS - NEW

26 ENVIRONMENT, CLIMATE CHANGE ACTION/POLICY - NEW

27 IMMIGRATION POLICY/ISSUES - NEW

28 HEALTH CARE, MENTAL HEALTH - NEW

29 EMERGENCY PREPAREDNESS - NEW

30 ON LINE SCAMS/SECURITY, FRAUD AWARENESS - NEW

77 Please specify:

97 Don't know/not sure

AQ3 (37) What do you remember about this ad?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A200

Write Format: A200

Q4 (38) How did you know that it was an ad from the Government of Canada?

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 STATED/MENTIONED IN AD, SAID AT THE END

2 LOGO, CANADIAN FLAG/MAPLE LEAF EMBLEM, MUSIC/JINGLE AT THE END

3 WRITTEN/PRINTED IN AD

4 INDICATED/SPECIFIED, INDENTIFIED AS SUCH (GENERAL MENTION)

5 SUBJECT MATTER/CONTENT, FORMAT/SCHEME WITHIN THE CONTENT

6 MINISTERS/PEOPLE FEATURED IN IT (INCLUDING JUSTIN TRUDEAU)

7 FEDERAL GOVERNMENT DEPARTMENT WAS FEATURED

8 ASSUMED, OBVIOUS

9 ON WEBSITE/LINK TO WEBSITE WAS SHOWN, WAS ON SOCIAL MEDIA PAGE OF DEPARTMENT/MINISTER

77 Please specify:

97 Don't know/not sure

AQ4 (39) How did you know that it was an ad from the Government of Canada?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A200

Write Format: A200

T1A (40)

Over the past three weeks, have you seen, read or heard any Government of Canada advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Yes

2 No

99 Don't know/not sure

T1B\_1 (41)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_2 (42)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_3 (43)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_4 (44)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_5 (45)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_6 (46)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_7 (47)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_8 (48)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_9 (49)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_10 (50)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_11 (51)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_12 (52)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_13 (53)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_14 (54)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_15 (55)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_16 (56)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_17 (57)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_18 (58)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_19 (59)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

T1B\_20 (60)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Facebook

3 Internet Websites

4 Magazines

5 Newspaper (daily)

6 Newspaper (weekly or community)

7 Outdoor billboards/signage

8 Pamphlet or brochure in the mail

9 Public transit (bus or subway)

10 Radio

11 Television

12 Twitter

13 YouTube

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

19 E-MAIL (GENERAL)

77 Other, specify:

99 Don't know/not sure

AT1B (61)

Where have you seen, read or heard this advertising about firearms or gun violence?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A150

Write Format: A150

T1C\_1 (62) What do you remember about this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 GUN VIOLENCE INFORMATION, STATS/VICTIMS

2 RESTRICTIONS/CONTROL ON FIREARMS (GENERAL MENTION)

3 NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...)

4 MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME

6 GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL

7 BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS

8 CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS

10 ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...)

77 Please specify:

99 Don't know/not sure

T1C\_2 (63) What do you remember about this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 GUN VIOLENCE INFORMATION, GUN VIOLENCE/CRIMES ON THE RISE

2 LEGISLATION/REGULATIONS/CONTROL ON FIREARMS, STRICTER REGULATIONS ON GUN RESTRICTIONS

3 NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...)

4 MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME

6 GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL

7 BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS

8 CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS

10 ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...)

77 Please specify:

99 Don't know/not sure

T1C\_3 (64) What do you remember about this ad?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 GUN VIOLENCE INFORMATION, GUN VIOLENCE/CRIMES ON THE RISE

2 LEGISLATION/REGULATIONS/CONTROL ON FIREARMS, STRICTER REGULATIONS ON GUN RESTRICTIONS

3 NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...)

4 MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME

6 GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL

7 BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS

8 CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS

10 ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...)

77 Please specify:

99 Don't know/not sure

AT1C (65) What do you remember about this ad?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A250

Write Format: A250

T1DA (66) Have you heard anything about reducing gun violence in Canada?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Yes, I have heard about it and I recall some of the details

2 Yes, I have heard about it but I don't know any of the details

99 Don't know/not sure

T1DB\_1 (67) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_2 (68) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_3 (69) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_4 (70) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_5 (71) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_6 (72) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_7 (73) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_8 (74) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_9 (75) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_10 (76) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_11 (77) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_12 (78) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_13 (79) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_14 (80) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_15 (81) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_16 (82) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_17 (83) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_18 (84) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

T1DB\_19 (85) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Scale

Column Width: 7 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Internet website

3 Magazines

4 Newspaper (daily)

5 Newspaper (weekly or community)

6 Outdoor billboard

7 Pamphlet or brochure in the mail

8 Public transit (bus or subway)

9 Radio

10 Television

11 Twitter

12 YouTube

13 Facebook

14 Instagram

15 LinkedIn

16 Snapchat

17 Spotify

18 FRIENDS/FAMILY, WORD OF MOUTH

19 INTERNET NEWS SITES/APPS

20 REDDIT

21 E-MAIL (GENERAL)

22 PODCASTS

23 TIK TOK

77 Other, specify:

99 Don't know/not sure

AT1DB (86) Where have you seen, read or heard about reducing gun violence?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A150

Write Format: A150

T1E (87)

Have you heard of any new measures the Government of Canada has announced lately to address gun-related violence?

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Yes

2 No

99 Don't know/not sure

T1E2 (88) What new measures have you heard about or seen?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 BANNING ASSAULT WEAPONS/MILITARY STYLE WEAPONS

2 RESTRICTIONS/LIMITS ON FIREARMS (GENERAL MENTION)

3 NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...)

4 MUNICIPALITIES GIVEN BUDGET/AUTHORITY TO ADDRESS HAND GUNS

5 BUY BACK PLAN, VOLUNTARY/NO PENALTY

6 ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...)

7 LEGISLATION/BILLS PUT FORTH

9 BANNING CERTAIN TYPES OF OTHER FIRE ARMS

10 MANDATORY CONFISCATION OF WEAPONS

11 OTHER REGULATIONS (AMMUNITION RESTRICTIONS, SAFE STORAGE OF WEAPONS)

77 Please specify:

99 Don't know/not sure

AT1E2 (89) What new measures have you heard about or seen?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A250

Write Format: A250

T1F (90)

How much of a threat to public safety do you think gun violence is in your community?

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 No threat at all

2 A minimal threat

3 A moderate threat

4 A considerable threat

5 A significant threat

99 Don't know/not sure

T1G (91)

Would you say that the regulation of firearms in Canada is too strict, not strict enough, or strikes the right balance?

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Not strict enough

2 Strikes the right balance

3 Too strict

99 Don't know/not sure

T1H (92)

To what extent do you support or oppose the ban of assault-style firearms in Canada?

Measurement Level: Scale

Column Width: 3 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Strongly oppose

2 Slightly oppose

3 Neither oppose nor support

4 Slightly support

5 Strong support

99 Don't know/not sure

T1IA (93)

Here are some ads that have recently been broadcast on various media. <Displays a YouTube 30 second video ad> <Displays a Youtube 6 second video ad, randomized among 3> Over the past two months, have you seen these ads?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Yes

2 No

99 Don't remember/not sure

T1IB (94)

Here are some ads that have recently been broadcast on various media. <Displays a set of 3 banner ads, randomized among 3 set> Over the past two months, have you seen this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Yes

2 No

99 Don't remember/not sure

T1IC (95)

Here are some ads that have recently been broadcast on various media. <Displays a set of 3 banner ads, randomized among 2 set> Over the past two months, have you seen this ad?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Yes

2 No

99 Don't remember/not sure

T1J\_1 (96) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_2 (97) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_3 (98) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_4 (99) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_5 (100) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_6 (101) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_7 (102) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_8 (103) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_9 (104) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_10 (105) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_11 (106) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_12 (107) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_13 (108) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_14 (109) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_15 (110) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_16 (111) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_17 (112) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_18 (113) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_19 (114) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

T1J\_20 (115) Where have you seen these <video ads/ads>?

Measurement Level: Scale

Column Width: 6 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Cinema

2 Magazines

3 Newspaper (daily)

4 Newspaper (weekly or community)

5 Outdoor billboards/signage

6 Pamphlet or brochure in the mail

7 Public transit (bus or subway)

8 Radio

9 Television

10 Facebook

11 Twitter

12 YouTube

13 Instagram

14 Spotify

15 Internet Websites

77 Other, specify:

99 Don't know/not sure

AT1J (116) Where have you seen these <video ads/ads>?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A150

Write Format: A150

T1K\_1 (117)

What do you think is the main point these ads are trying to get across?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 GUN VIOLENCE INFORMATION, GUN VIOLENCE/CRIMES ON THE RISE

2 LEGISLATION/REGULATIONS/CONTROL ON FIREARMS, STRICTER REGULATIONS ON GUN RESTRICTIONS

3 NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...)

4 MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME

6 GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL

7 BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS

8 CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS

10 ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...)

77 Please specify:

99 Don't know/No response

T1K\_2 (118)

What do you think is the main point these ads are trying to get across?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 GUN VIOLENCE INFORMATION, GUN VIOLENCE/CRIMES ON THE RISE

2 LEGISLATION/REGULATIONS/CONTROL ON FIREARMS, STRICTER REGULATIONS ON GUN RESTRICTIONS

3 NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...)

4 MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME

6 GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL

7 BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS

8 CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS

10 ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...)

77 Please specify:

99 Don't know/No response

T1K\_3 (119)

What do you think is the main point these ads are trying to get across?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 GUN VIOLENCE INFORMATION, GUN VIOLENCE/CRIMES ON THE RISE

2 LEGISLATION/REGULATIONS/CONTROL ON FIREARMS, STRICTER REGULATIONS ON GUN RESTRICTIONS

3 NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...)

4 MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME

6 GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL

7 BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS

8 CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS

10 ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...)

77 Please specify:

99 Don't know/No response

T1K\_4 (120)

What do you think is the main point these ads are trying to get across?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 GUN VIOLENCE INFORMATION, GUN VIOLENCE/CRIMES ON THE RISE

2 LEGISLATION/REGULATIONS/CONTROL ON FIREARMS, STRICTER REGULATIONS ON GUN RESTRICTIONS

3 NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...)

4 MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME

6 GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL

7 BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS

8 CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS

10 ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...)

77 Please specify:

99 Don't know/No response

T1K\_5 (121)

What do you think is the main point these ads are trying to get across?

Measurement Level: Scale

Column Width: 5 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 GUN VIOLENCE INFORMATION, GUN VIOLENCE/CRIMES ON THE RISE

2 LEGISLATION/REGULATIONS/CONTROL ON FIREARMS, STRICTER REGULATIONS ON GUN RESTRICTIONS

3 NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...)

4 MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME

6 GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL

7 BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS

8 CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS

10 ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...)

77 Please specify:

99 Don't know/No response

AT1K (122)

What do you think is the main point these ads are trying to get across?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A250

Write Format: A250

T1LA (123) These ads catch my attention

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Strongly disagree 1

2 2

3 3

4 4

5 Strongly agree 5

99 No response

T1LB (124) These ads are relevant to me

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Strongly disagree 1

2 2

3 3

4 4

5 Strongly agree 5

99 No response

T1LC (125) These ads are difficult to follow

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Strongly disagree 1

2 2

3 3

4 4

5 Strongly agree 5

99 No response

T1LD (126) These ads do not favour one political party over another

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Strongly disagree 1

2 2

3 3

4 4

5 Strongly agree 5

99 No response

T1LE (127) These ads talk about an important topic

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Strongly disagree 1

2 2

3 3

4 4

5 Strongly agree 5

99 No response

T1LF (128) These ads provide new information

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Strongly disagree 1

2 2

3 3

4 4

5 Strongly agree 5

99 No response

T1LG (129)

These ads clearly convey that the Government of Canada has taken measures recently to address gun-related violence

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Strongly disagree 1

2 2

3 3

4 4

5 Strongly agree 5

99 No response

D1 (130)

Which of the following categories best describes your current employment status? Are you...

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Working full-time (30 or more hours per week)

2 Working part-time (less than 30 hours per week)

3 Self-employed

4 Unemployed, but looking for work

5 A student attending full-time school

6 Retired

7 Not in the workforce (Full-time homemaker, unemployed but not looking for work)

77 Other employment status

99 Prefer not to say

D2 (131) What is the highest level of formal education that you have completed?

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Grade 8 or less

2 Some high school

3 High school diploma or equivalent

4 Registered Apprenticeship or other trades certificate or diploma

5 College, CEGEP or other non-university certificate or diploma

6 University certificate or diploma below bachelor's level

7 Bachelor's degree

8 Post graduate degree above bachelor's level

99 Prefer not to say

D3 (132)

Are there any children under the age of 18 currently living in your household?

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Yes

2 No

99 Prefer not to say

D4 (133)

Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Under $20,000

2 Between $20,000 and $39,999

3 Between $40,000 and $59,999

4 Between $60,000 and $79,999

5 Between $80,000 and $99,999

6 Between $100,000 and $149,999

7 $150,000 or above

99 Prefer not to say

D5 (134) Where were you born?

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Born in Canada

2 Born outside Canada (Specify the country):

3 UNITED KINGDOM, IRELAND, WALES, SCOTLAND

4 OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...)

5 NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND...)

6 EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....)

7 SOUTH ASIA (PAKISTAN, INDIA...)

8 SOUTH EAST ASIA (CHINA, HONG, KONG...)

9 CARIBBEAN (JAMAICA, HAITI...)

10 CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR...)

11 AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...)

12 RUSSIA

13 WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...)

14 U.S.A

15 OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI)

97 OTHER

99 Prefer not to say

AD5 (135) Where were you born?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A150

Write Format: A150

D6 (136) In what year did you first move to Canada?

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

77 Record year:

99 Prefer not to say

AD6 (137) In what year did you first move to Canada?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F4

Write Format: F4

D7\_1 (138)

What is the language you first learned at home as a child and still understand?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 English

2 French

3 WESTERN EUROPEAN LANGUAGES (GERMAN, GREEK, ITALIAN...)

4 NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)

5 EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)

6 SOUTH ASIAN LANGUAGES (URDU, HINDI...)

7 SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)

9 CARIBBEAN LANGUAGES

10 AFRICAN LANGUAGES

11 RUSSIAN

12 WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)

14 INDIGENOUS LANGUAGES

15 SPANISH

16 CREOLE

77 Other language, specify:

97 OTHER

99 Prefer not to say

D7\_2 (139)

What is the language you first learned at home as a child and still understand?

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 English

2 French

3 WESTERN EUROPEAN LANGUAGES (GERMAN, GREEK, ITALIAN...)

4 NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...)

5 EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGARIAN...)

6 SOUTH ASIAN LANGUAGES (URDU, HINDI...)

7 SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...)

9 CARIBBEAN LANGUAGES

10 AFRICAN LANGUAGES

11 RUSSIAN

12 WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...)

14 INDIGENOUS LANGUAGES

15 SPANISH

16 CREOLE

77 Other language, specify:

97 OTHER

99 Prefer not to say

AD7 (140)

What is the language you first learned at home as a child and still understand?

Measurement Level: Nominal

Column Width: 24 Alignment: Left

Print Format: A150

Write Format: A150

D8 (141) Do you live in a household where there are firearms present?

Measurement Level: Scale

Column Width: 2 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

1 Yes

2 No

99 Prefer not to say/Don't know

QEND (142) Completion Marker

Measurement Level: Scale

Column Width: 4 Alignment: Right

Print Format: F1

Write Format: F1

wgt1 (143) Weight Variable

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2